Amendments to the Claims

The following listing of claims replaces all prior versions and listings of claims in the present application:

1.   (Currently Amended)   An advertising system, which provides advertisements on a display of a computer through a network communications system, comprising:

storing means for storing advertisements after gradually fractionalizing advertisement areas thereof <u>into increasingly more specific geographic regions,</u> categorizing the advertisements according to levels of <u>geographic</u> fractionalization and area sections within the levels, and categorizing the advertisements according to the content thereof;

data receiving means for receiving from said computer perusal data indicating the levels of <u>geographic</u> fractionalization, the area sections within the levels and the content of the advertisements;

retrieving means for retrieving, from information stored in the storing means, advertisements categorized according to the levels of [the] <u>geographic</u> fractionalization, the area sections and the content of the advertisements, all of which are concerned with the perusal data received by the data receiving means; and

data transmitting means for transmitting to the computer advertisement data on the advertisements retrieved by the retrieving means.

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2. (Currently Amended) An advertising system according to claim 1, wherein:

said data receiving means further comprises means for receiving from the computer for providing advertisements category data on said levels of ~~[the]~~ geographic fractionalization with respect to said advertisements, the area sections on the levels and the content of the advertisements; and

said storing means further comprises means for storing the advertisements by categorizing them based on the category data received by the data receiving means.

3. (Currently Amended) An advertising system according to claim 1, wherein said storing means further comprises means for storing the advertisements containing common content in given area limits within higher levels of ~~[said]~~ geographic fractionalization.

4. (Currently Amended) An advertising system according to claim 3, further comprising:

a counter for counting the number of the advertisements containing the common content in given area limits, according to the content of the advertisements, wherein said storing means further comprises means for storing a higher number of the advertisements containing the common content in given area limits within said higher levels of ~~[the]~~ geographic fractionalization.

5. (Original) An advertising system according to claim 1,

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wherein said computer comprises a mobile computer which is small and portable in size.

6.   (Original) An advertising system according to claim 2, wherein said computer comprises a mobile computer which is small and portable in size.

7.   (Original) An advertising system according to claim 3, wherein said computer comprises a mobile computer which is small and portable in size.

8.   (Original) An advertising system according to claim 4, wherein said computer comprises a mobile computer which is small and portable in size.

9.   (Original) An advertising system according to claim 1, wherein:

said storing means comprises means for storing both job advertisements as part of said advertisement and employment periods as part of the content of job advertisements; and

said data transmitting means comprises means for transmitting to said computer advertisement data on job advertisements, enabling the computer to display job advertisements of advertisement data in chronological order according to each employment period.

10. (Original) An advertising system according to claim 2,

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wherein:

said storing means comprises means for storing both job advertisements as part of said advertisement and employment periods as part of the content of job advertisements; and

said data transmitting means comprises means for transmitting to said computer advertisement data on job advertisements, enabling the computer to display job advertisements of advertisement data in chronological order according to each employment period.

11.   (Original) An advertising system according to claim 3, wherein:

said storing means comprises means for storing both job advertisements as part of said advertisement and employment periods as part of the content of job advertisements; and

said data transmitting means comprises means for transmitting to said computer advertisement data on job advertisements, enabling the computer to display job advertisements of advertisement data in chronological order according to each employment period.

12.   (Original) An advertising system according to claim 4, wherein:

said storing means comprises means for storing both job advertisements as part of said advertisement and employment periods as part of the content of job advertisements; and

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said data transmitting means comprises means for transmitting to said computer advertisement data on job advertisements, enabling the computer to display job advertisements of advertisement data in chronological order according to each employment period.

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